

During the outreach event at the La Cienega Community Center SFBI met with five business owners, entrepreneurs, and people with business ideas. SFBI representatives offered business coaching and connections to resources. SFBI also surveyed the participants about their suggestions or recommendations to improve the business, entrepreneurial or community aspects of La Cienega and Santa Fe County.

The participants were engaged in the following types of business:

- Tourism/Arts
- Agriculture/Manufacturing
- Retail/Event Planning
- Non-Profit

RECOMMENDATIONS

1. Community Center Access: Use of the Community Center and its library was brought up numerous times. The system for retrieving the key in Santa Fe is inefficient and prevents its use as a true community meeting place. Keys for the center should be located on premises using a lock box with a key pad. The library hours were unknown. Some people were not aware that a library existed. Creating programming utilizing the library would be a fantastic community development initiative. Allowing the community easier access to the center as a whole would serve to increase community cohesion and civic participation.
2. Santa Fe Downs: The La Cienega Valley Association has been in very preliminary talks with the Pueblo of Pojoaque to offer community input on the redevelopment of the Santa Fe Downs. It would be beneficial for the economic development department to offer assistance during these talks if they materialize.
3. New Mexico Algae Production, LLC: This company, located in La Cienega, is working on an investment round to increase production capability. Santa Fe County may be able to offer them incentive packages including LEDA.

SFBI is continuing its work with La Cienega in phase two of the pilot program. As part of a Hub & Spoke Model La Cienega could be included as an outreach and service delivery node.

ATTACHMENT C

Observations From the Business Development Rural Outreach Pilot Program

1. Many rural businesses and individuals are not aware of many of the local, state, and federal business assistance programs available such as SBIRs, PTAP, LEDA, and many more.
2. Many rural businesses are not aware of financing programs and resources.
3. County owned facilities may be under-utilized. More convenient access might be given to community rooms and resources by finding different ways to handle keys or locks.
4. Community members in La Cienega expressed a desire for more community programs for both adults and children. They mentioned the desire for regular access to the small library and computers for adults and for children after school. (We did not ascertain if this was based on some lack of access to the internet.) Some people suggested movie nights or other activities to bring the community together and provide things for the young people to do.
5. In some communities, the lack of well-established, regularly used communication platforms is a barrier to sending notices of events and providing outreach.
6. A great challenge to bringing programs and outreach to micro rural communities can be finding someone with the interest, experience, local knowledge, willingness and time to act as the program liaison and help bring the programs into the community.
7. Many of the people who attended the rural business events were exploring the idea of starting a new business and they did not know where to find help. The Incubator's experiences over the years working with people from unincorporated areas of the county, including those who started their business in the Incubator, suggest that determined entrepreneurs will seek out and find many of the resources they need. However, individualized assistance and referrals by a person or organization that is familiar with the vast array of business assistance organizations and programs is important and often not easily accessed.



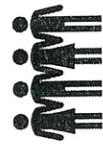
Santa Fe Business Incubator Presentation to Santa Fe County Commission February 12, 2019

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EXHIBIT

B

Economic Impact FY 2018



New Jobs **57**
(20 full 37 part time)



Revenue **\$5,144,379**



Payroll **\$4,073,042**



Investment **\$3,449,550**

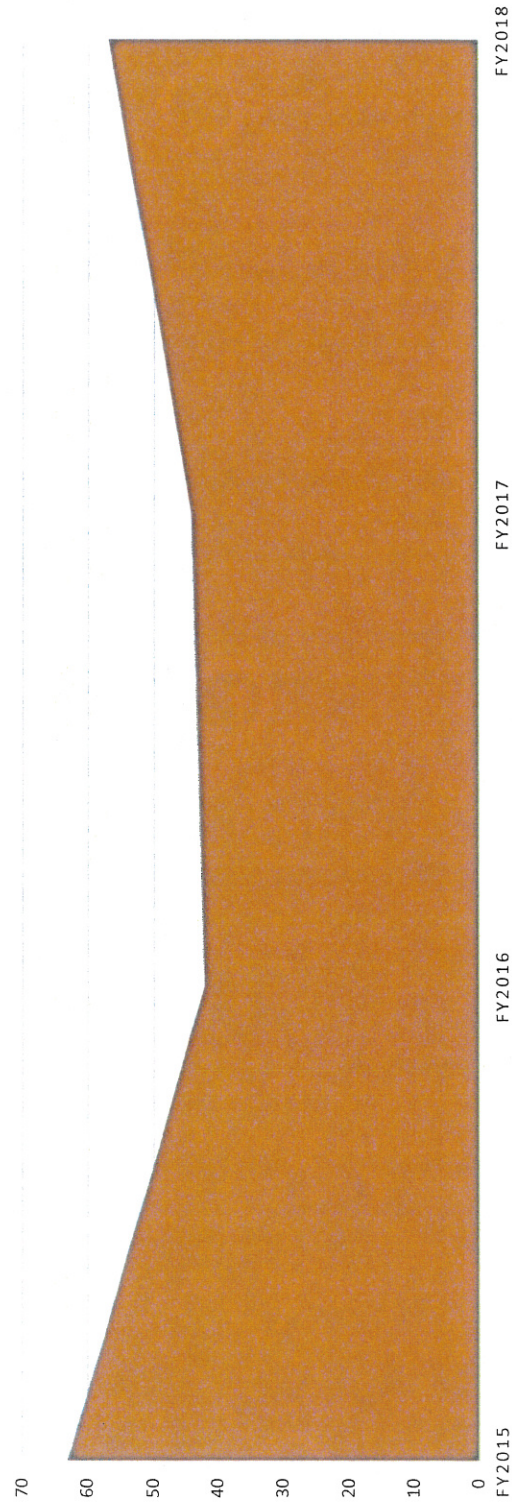


Total Employees **116**
(73 full 43 part time)

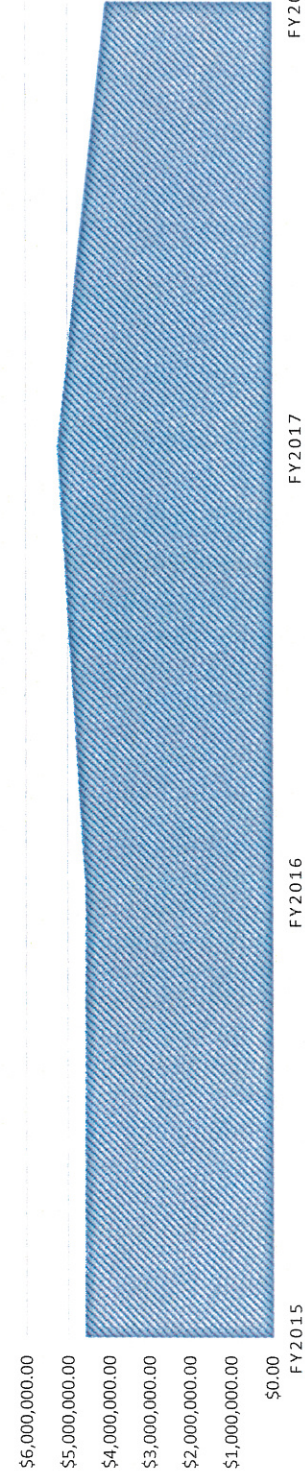


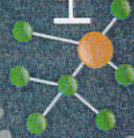
Research Grants **\$249,400**

NEW JOBS



PAYROLL

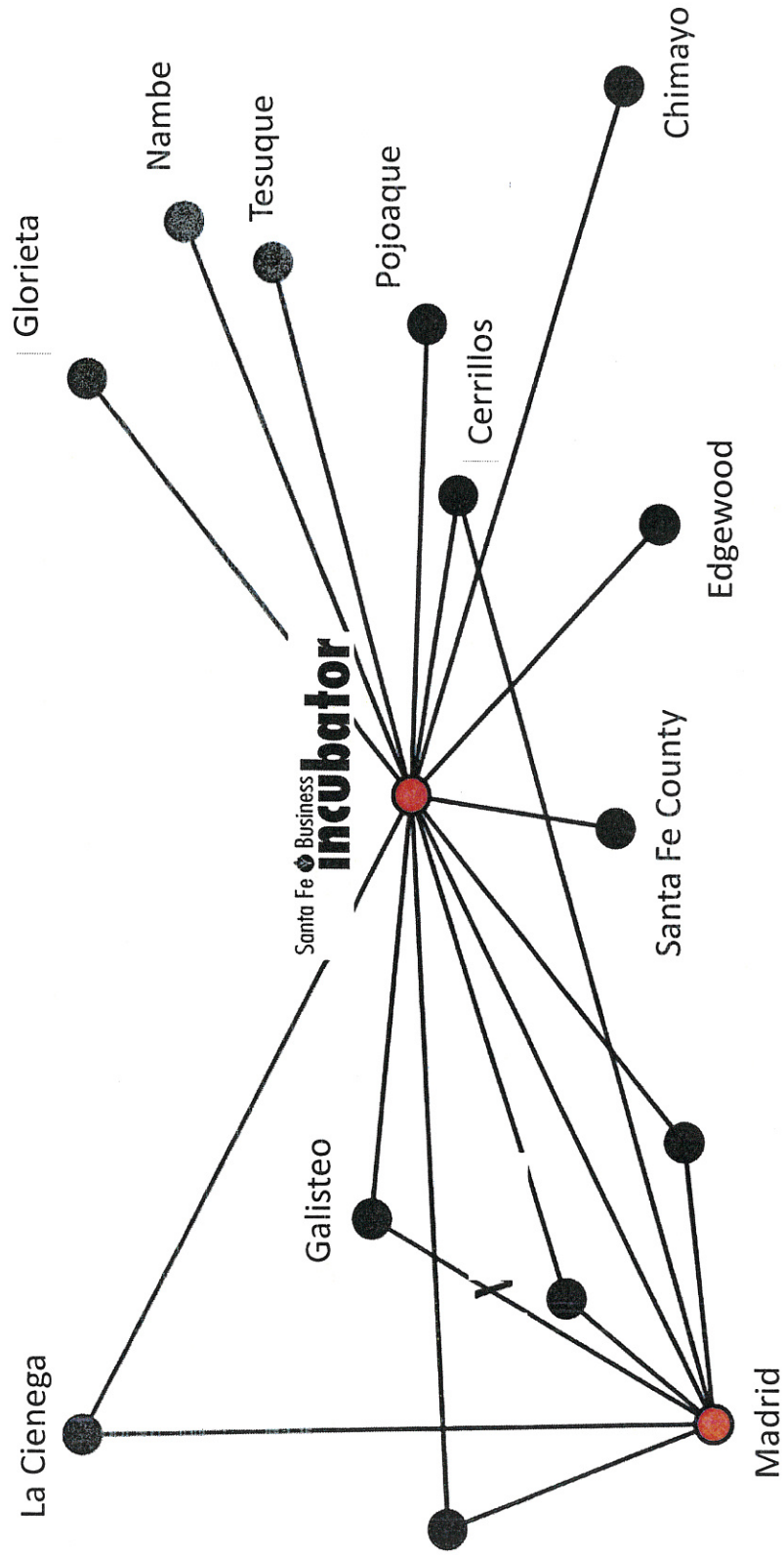




Hub and Spoke Model

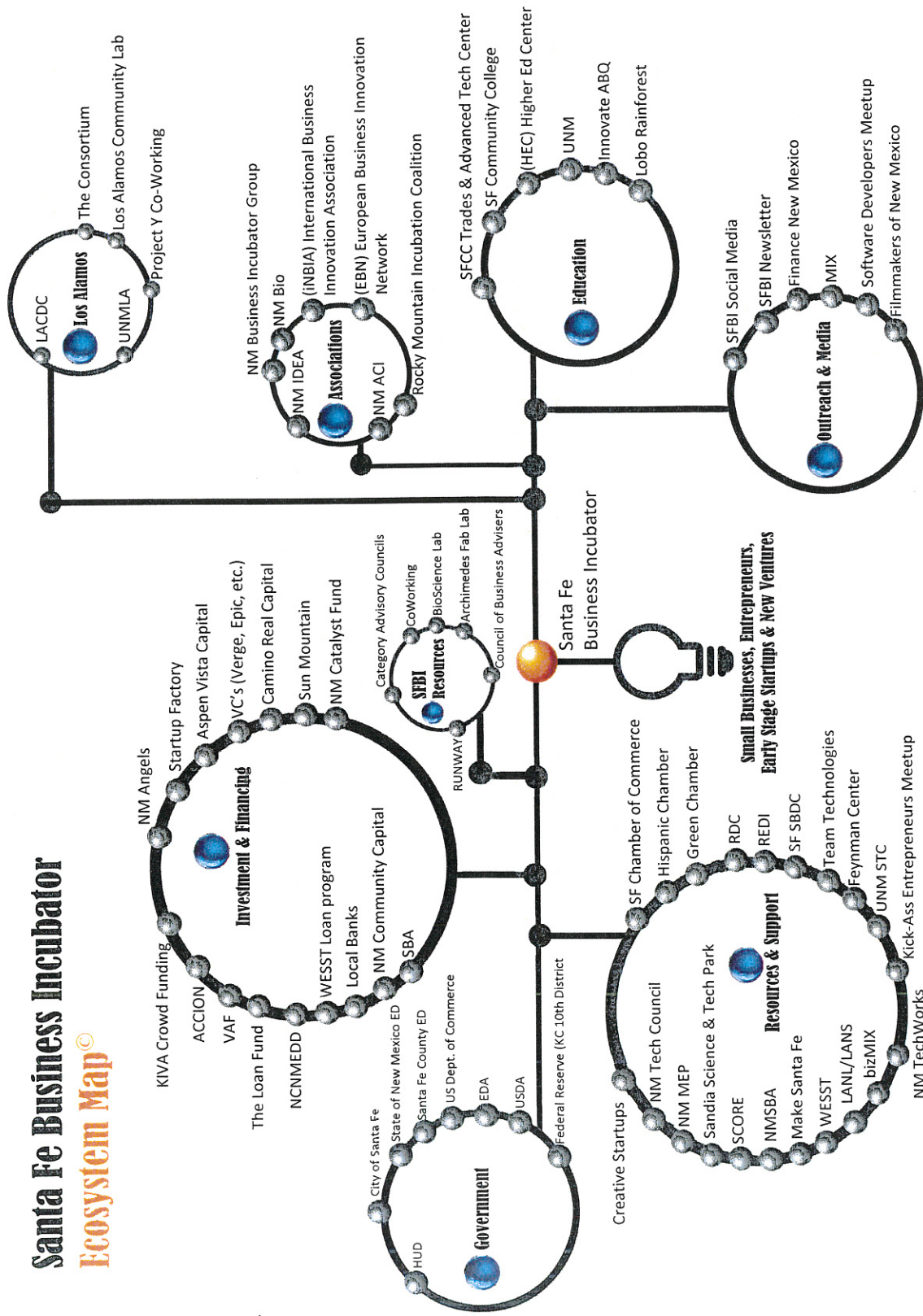
for rural economic development and virtual business incubation



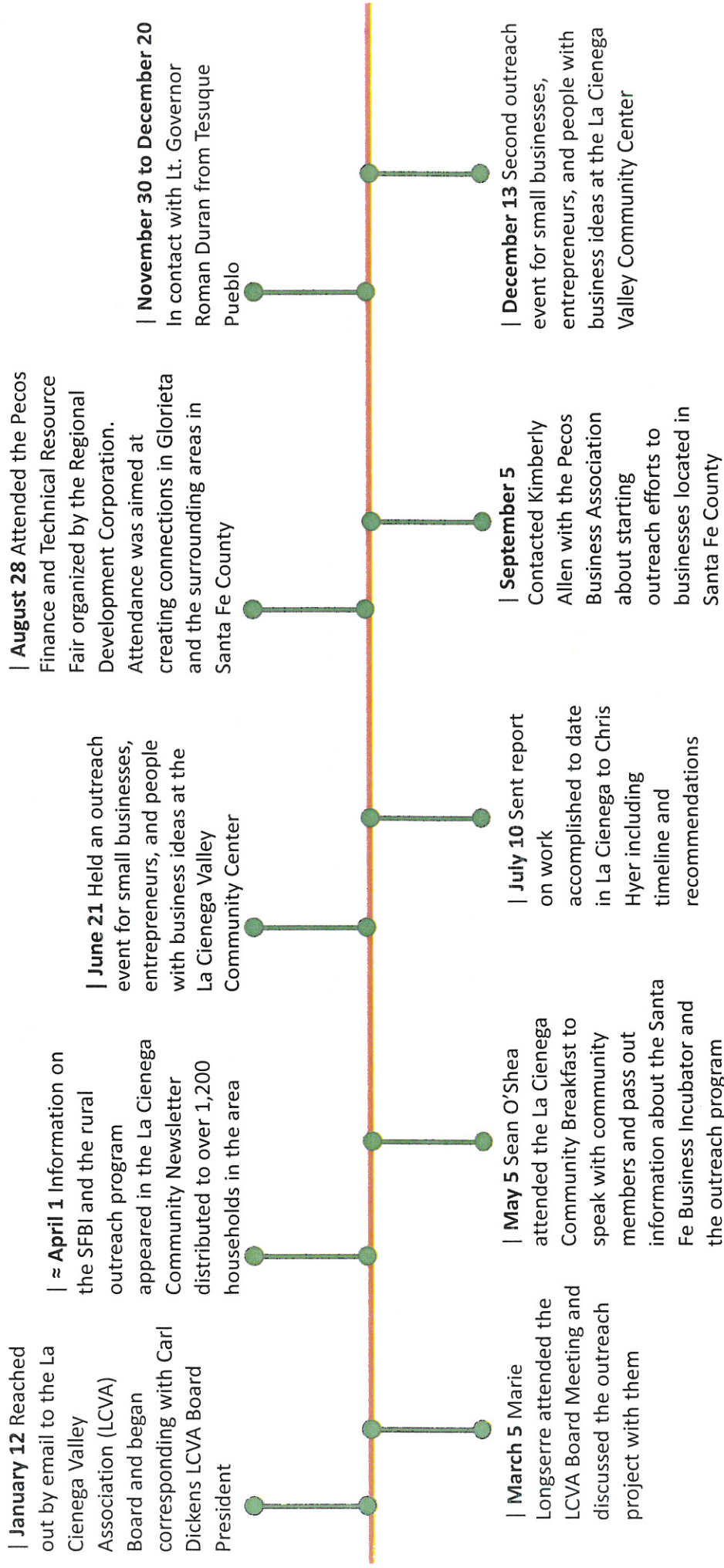


Santa Fe Business Incubator

Ecosystem Map



Santa Fe Business Incubator



Outcomes & Observations

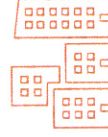


Met or talked with
20 Businesses

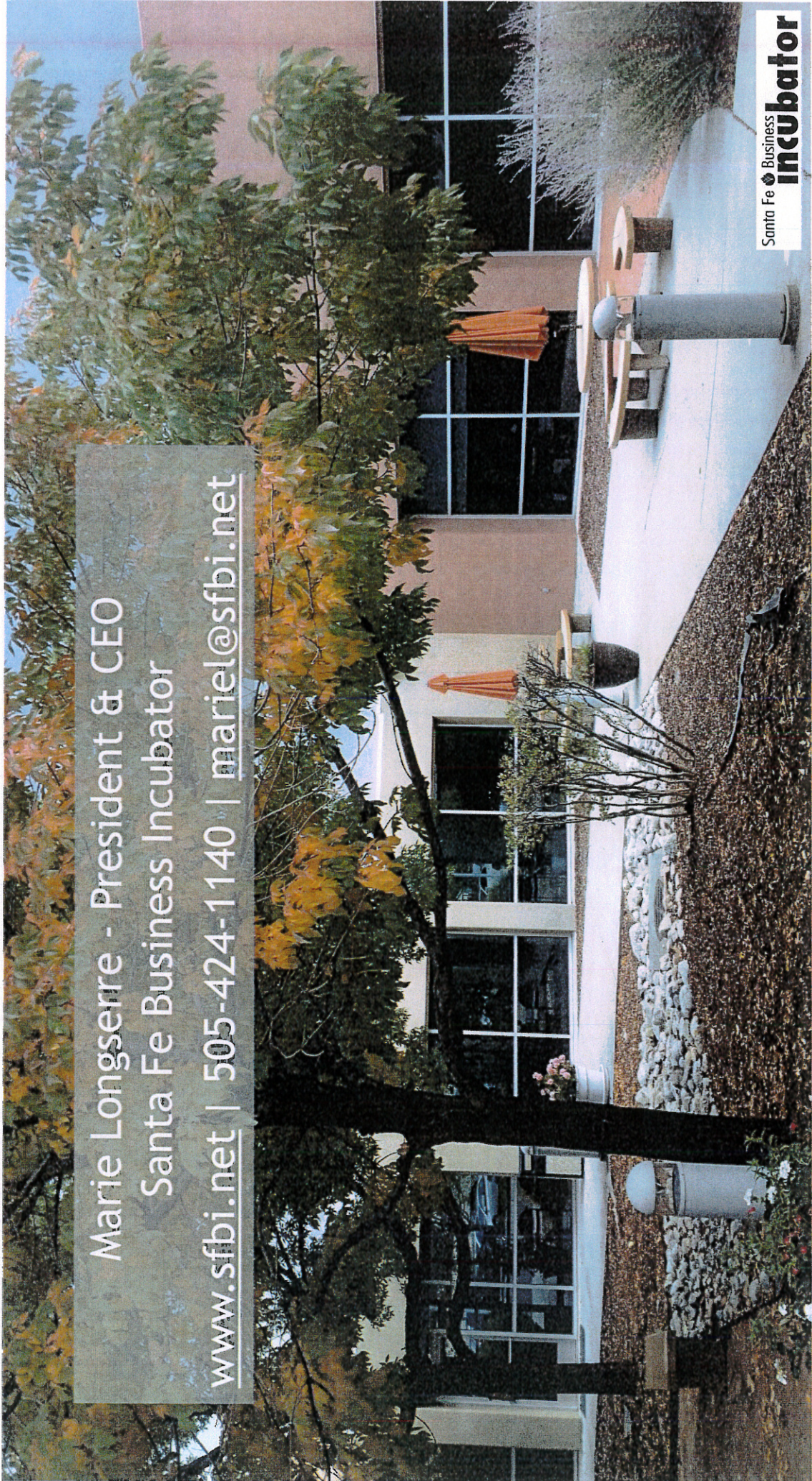


Businesses were
unaware of many
resources available
to them like SBIR's,
PTAP & LEDA

County owned
facilities may be
under utilized. More
convenient access
might be given to
community rooms and
resources



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